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|---------------------------------|---|-------------------------------|------------------------------|
| <i>SERFF Tracking Number:</i> | <i>PHYS-127015805</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>Physicians Mutual Insurance Company</i> | <i>State Tracking Number:</i> | <i>47857</i> |
| <i>Company Tracking Number:</i> | <i>PMA3564</i> | | |
| <i>TOI:</i> | <i>MS08I Individual Medicare Supplement -</i> | <i>Sub-TOI:</i> | <i>MS08I.001 Plan A 2010</i> |
| | <i>Standard Plans 2010</i> | | |
| <i>Product Name:</i> | <i>Med Sup/LTC</i> | | |
| <i>Project Name/Number:</i> | <i>PMA3564B/PMA3564B</i> | | |

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup/LTC

SERFF Tr Num: PHYS-127015805 State: Arkansas

TOI: MS08I Individual Medicare Supplement -
Standard Plans 2010

SERFF Status: Closed-Filed

State Tr Num: 47857

Sub-TOI: MS08I.001 Plan A 2010

Co Tr Num: PMA3564

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Sonya Dickey, Sara
Magee-Garcia

Disposition Date: 02/22/2011

Date Submitted: 02/02/2011

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: PMA3564B

Status of Filing in Domicile: Pending

Project Number: PMA3564B

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Filed with
Nebraska on 2/2.2011.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 02/22/2011

State Status Changed: 02/22/2011

Deemer Date:

Created By: Sara Magee-Garcia

Submitted By: Sara Magee-Garcia

Corresponding Filing Tracking Number:
PMA3564B

Filing Description:

RE: Medicare Supplement Insurance & Long Term Care Insurance Advertisement

Invitation to Inquire: PMA3564B

Medicare Supplement Advertisement

Invitation to Inquire: PMA3565B

Attached are copies of the above referenced material for your review and approval. This material will be used by licensed agents in your state to create an interest in our company and our following Policies/Rider:

SERFF Tracking Number: *PHYS-127015805* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number: *47857*
 Company Tracking Number: *PMA3564*
 TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.001 Plan A 2010*
 Product Name: *Med Sup/LTC*
 Project Name/Number: *PMA3564B/PMA3564B*

Policies/Rider Medicare Plans Approval Dates

P020AR A 8-12-09
 P025AR F 8-12-09
 P026AR G 8-12-09
 P027AR High Ded F 8-12-09
 High Deductible Premium Discount Rider B345 8-12-09

This material will be used by licensed agents in your state to also create an interest in the following Long Term Care policies:

Policies Approval Dates
 POLICY APPROVAL DATE:
 P145AR 8-11-04
 P146AR 8-11-04
 P147AR 8-11-04
 P148AR 8-11-04

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You may also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, Advertising Compliance Coordinator sara.magee-garcia@physiciansmutual.com
 2600 Dodge Street 402-930-2633 [Phone]
 Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

| | | |
|-------------------------------------|-------------------------|-----------------------------|
| Physicians Mutual Insurance Company | CoCode: 80578 | State of Domicile: Nebraska |
| 2600 Dodge Street | Group Code: 367 | Company Type: |
| Omaha, NE 68131 | Group Name: | State ID Number: |
| (402) 633-1188 ext. [Phone] | FEIN Number: 47-0270450 | |

Filing Fees

SERFF Tracking Number: PHYS-127015805 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 47857
Company Tracking Number: PMA3564
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Med Sup/LTC
Project Name/Number: PMA3564B/PMA3564B

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$50 per form, 2 forms included
Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|-------------------------------------|----------|----------------|---------------|
| Physicians Mutual Insurance Company | \$100.00 | 02/02/2011 | 44327021 |

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| | <i>Standard Plans 2010</i> | | |
| <i>Product Name:</i> | <i>Med Sup/LTC</i> | | |
| <i>Project Name/Number:</i> | <i>PMA3564B/PMA3564B</i> | | |

Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|---------------|-------------------|-------------------|-----------------------|
| Filed | Stephanie Fowler | 02/22/2011 | 02/22/2011 |

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| | <i>Standard Plans 2010</i> | | |
| <i>Product Name:</i> | <i>Med Sup/LTC</i> | | |
| <i>Project Name/Number:</i> | <i>PMA3564B/PMA3564B</i> | | |

Disposition

Disposition Date: 02/22/2011

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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| <i>Project Name/Number:</i> | <i>PMA3564B/PMA3564B</i> | | |

| Schedule | Schedule Item | Schedule Item Status | Public Access |
|-----------------|----------------------|-----------------------------|----------------------|
| Form | PMA3564B | Filed | Yes |
| Form | PMA3565B | Filed | Yes |

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Standard Plans 2010

Product Name: Med Sup/LTC

Project Name/Number: PMA3564B/PMA3564B

Form Schedule

Lead Form Number: PMA3564B

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------------|-------------|-------------|-----------|---------|----------------------|-------------|--------------|
| Filed 02/22/2011 | PMA3564B | Advertising | PMA3564B | Initial | | | PMA3564B.pdf |
| Filed 02/22/2011 | PMA3565B | Advertising | PMA3565B | Initial | | | PMA3565B.pdf |

SAVE 10%

when you own a Long-Term Care Insurance Policy

Save 10% on your Medicare Supplement premiums when you own a qualifying Long-Term Care insurance policy.

See your agent/producer for more details!

Physicians Mutual Insurance Company offers Medicare Supplement and long-term care insurance. Physicians Life Insurance Company offers annuities. See back for additional information.

SAVE 5%

when you own an Annuity

Save 5% on your Medicare Supplement premiums when you own a qualifying Annuity with us.

See your agent/producer for more details!

Physicians Mutual Insurance Company offers Medicare Supplement and long-term care insurance. Physicians Life Insurance Company offers annuities. See back for additional information.

Physicians Mutual Insurance Company®
Physicians Life Insurance Company®
members of the Physicians Mutual family



Neither Physicians Mutual Insurance Company nor its agents/producers are connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

An agent/producer will contact you regarding this solicitation of insurance and provide complete details about these valuable options, including costs and limitations. Products and discounts are not available in all states. Policy/Rider Kinds: P020, P025, P026, P027, B345; P145, P146, P147, P148; AP111, AP112, AP114, AP116, AP117

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SAVE \$60.00

when you pay automatically

Save \$60 each year (that's \$5 per month) on your Medicare Supplement premiums from Physicians Mutual Insurance Company when you pay conveniently with Automatic Bank Withdrawal.

See your agent/producer for more details!

Additional information on back.

SAVE \$60.00

with a household discount

Save \$60 each year (that's \$5 per month) on your Medicare Supplement premiums from Physicians Mutual Insurance Company when someone in your home owns qualifying protection with us.

See your agent/producer for more details!

Additional information on back.

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Mutual®

Insurance for all of us.®

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